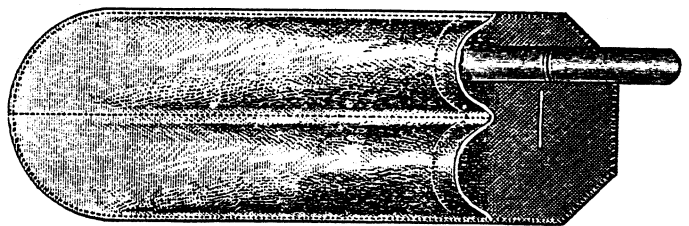


Competition.

The small sized Underfeed Pen, which we mentioned in July "Side Talks," has since found many new friends. It is a seller, for there is an unmistakable and growing demand for a first class, medium priced, underfeed Pen. If your trade demands a lower priced Pen than our No. 1 Parker, write us for quotations on the "Special" Pen. This is a strictly high grade Pen sold at a low price a Pen with which you can meet competition.

It's a Good Thing.

We have a limited number of the Common Sense Pen and Pencil Pockets in stock (both two and three parts), that are all the more implies. The pockets are made up in first quality black and light grain leather. The front piece of the pocket has sufficient fullness to allow a Pen or Pencil to slip in or out easily without any strain on the pocket and at the same time the back piece of the Pocket remains flat. The two parts retail at fifteen cents each, and the three parts retail at twenty-five cents each. We will fill orders for them in not less than dozen lots at 90c per dozen for the two part, and \$1.50 per dozen for the three part. They are ready sellers and no dealer in Fountain Pens should be without a good supply.



TWO THIRDS SIZE.

An order just received from our customer, Mr. W. D. Hendricks, Georgetown, British Guiana, calls to mind one of the peculiarities of the postal laws of this and other countries. The postage on merchandise to the above country from any point in the United States is only 12c per pound, yet to mail a pound of merchandise in any postoffice in this country addressed to any other local postoffice would require 16c. A pound of merchandise sent to any town in Venezuela which country borders on the Guianas' costs \$1.60 or 10c per ounce.

Delay Means Loss.

Now above all times, is the time to stock up on Parker Pens. Schools will soon open, vacations are about ended and business again resuming its normal condition. All demand that the wide awake, progressive dealer be prepared for this trade with a nice fresh stock. When sending your order, if you have any Pens on hand that are not in saleable condition, send them along. We will fix them up for you, repair them if repairs are needed, at a small expense, which will enable you to turn dead stock into ready money.

It's a good time to replenish your Pen stock, which probably was never before so low.

Wishing you a prosperous and increasing business we await your orders,
The Parker Pen Co.

SIDE TALKS

ABOUT THE

Geo. J. Parker
Fountain Pen.

AND OTHER SUBJECTS.

JANESVILLE, WISCONSIN.

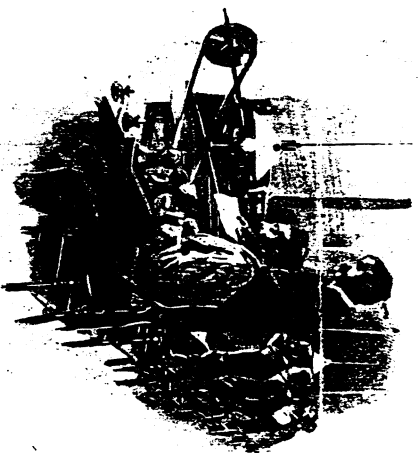
SEPTEMBER, 1896.

Repairs.

Hardly a day passes but that we receive inquiries asking us if we can do repairing. Most assuredly we do. Our factory is one of the most complete in the country: we have the latest and most modern and improved rubber working machinery in existence and employ a large corp of skilled workmen. There are no repairs needed in a Fountain of any make that we cannot do, and are prepared to give any such jobs prompt and satisfactory attention. We might suggest to our friends who send their job work to us that the head of our repair department would not have nearly so many sins to answer for if they would not forget to write their names on all packages sent us, and empty the ink from the barrel before mailing.

Easy When You Know How.

If you want to become a factor in the Fountain Pen realm read this carefully. The bore of a cap on a Fountain Pen will in time become enlarged by use, so that it will not fit properly, and the owner is in constant danger of its losing off when in the pocket, in which event the gold pen is usually badly damaged by the sleeve or something else catching on the sharp point. The



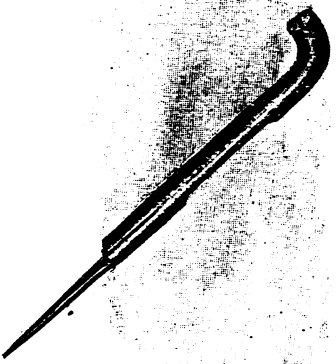
WHERE THE PARKER PENS ARE MADE.

cap can easily be made to fit by simply heating the end over a gas jet or lamp until the rubber becomes slightly pliable, then take this end between the thumb, first and second fingers, pressing it gently while the cap is slowly revolved with the other hand. With a little care on your part you can make a perfect fit in this way. Good judgment should be exercised in heating the rubber so as not to burn it. The Feed Finger on top of the Pen sometimes becomes drawn away from the Pen by use, or some other cause, which always causes imperfect feeding of the ink. This can also easily be remedied by the application of just heat enough so you can put it in the desired shape with your fingers, holding it in position until it becomes cool, when it will remain in place. These two little hints are worth remembering and pasting in your hat for future use.

A Fountain Pen for an Idea.

We believe in advertising, so do many of our friends. We want to secure a collection of bright Fountain Pen advertisements for the Geo. S. Parker Fountain Pens. Some that we can reproduce to serve as models for such of our friends who wish to do some home advertising. We want them bright, catchy and logical, so that a man seeing the advertisement would have a good reason to prefer the Parker Pen when purchasing a Fountain Pen. The three best advertisements sent us will entitle each of their owners to a No. 25 Fountain Pen, price \$5.00. The next best three will entitle each of their owners to a No. 24 Fountain, price \$4.00. The next best three will entitle each of their owners to a No. 5 Fountain, price \$3.00, The next best three will entitle each of their owners to a No. 3 Fountain, price \$2.50. The only condition governing the competing for above is that the advertisement must be published in a newspaper published in the city where contestant resides, and copy of paper containing ad. must be sent us, and that all replies must reach us not later than November 15th, 1896. We will send electros of Pens to any who wish them to be used in connection with the advertisement.

See That Curve?



This peculiar little piece of crooked and curiously shaped piece of rubber, which the cut so faithfully represents, is one of the features which has helped to make the reputation of the Parker Pen so great. The perfection with which it feeds ink to the pen, and absolutely prevents the ink from getting over the edge of the nozzle or into the cap, when carried in the pocket, brings us many letters such as these, which makes the Fountain Pen man glad that he has among his customers, friends who, unsolicited, write such kind words as these:

(PARDON PARIS, IOWA, June 20th, 1896.
From what I have been able to see I am of the opinion that the Parker is a first class Fountain, and that it is the Pen I have been looking for. I can recommend it to my friends and to my students.
Iowa State Normal School.
Yours truly,
H. H. SEEBERTLEY, Presl.

The following is short but expressive, and is an extract from a letter containing an order:
We have never used anything that would begin to equal them.
TOWANDA, Pa., 1896.
Very truly,
M. S. CROONK, Principal.
Towanda Business College.

Here is another letter from a well known and prominent jeweler in Ripley, N. Y., who wrote us some three months ago and sent us a *trial* order. He kept the goods, and with his letter of remittance for the first bill he says:

Please find my check inclosed to balance bill of May 27th. I have given the sample Pens sent me a trial and am indeed, very much pleased with them. In fact, I like them better than any other Fountain Pen I ever handled. Will use your Pens exclusively in the future.
Very respectfully,
JAMES F. TAYLOR.

With Mr. Tates *third* order, which we received July 8th, he adds:

Your Parker Fountain Pens as far as my experience with them goes, are far ahead of any other Fountain Pen on the market, and I have tried almost everything in the shape of Fountain Pens.
Respectfully,
JAMES F. TATE.

Iowa's chief executive uses a Parker Pen, (a No. 25), which evidently pleases him as he writes us from Des Moines:

The Pen suits me exceedingly well, and is in my opinion a very superior one—indeed it is the very best.
Yours respectfully,
F. M. DICKER.

Such letters as these mean a good deal. They were not written for publication.

When a man has a Pen or any article on trial, especially if he is a little skeptical, it must be good indeed, to stand the test and yet come out with flying colors, for there is no smooth tongued salesman standing by to help over any possible difficulty. Merit alone is the reason of the wonderful popularity of the Parker Pen. No matter what your experience may have been with other Pens if you are not selling the Parker you will allow yourself to have the short end of the pole.

Catalogue.

If you have misplaced our Catalogue and discount card which we sent you some time ago, just drop us a line and we will mail you another copy.

Want to Get Acquainted.

This copy of Side Talks is mailed to some who are not enrolled on our books as regular customers. It is mailed to you because we want to become better acquainted with you. If you know we have the best thing obtainable in the way of a Fountain Pen, and when you examine and test our goods you will say our claims are true.

SIDE TALKS

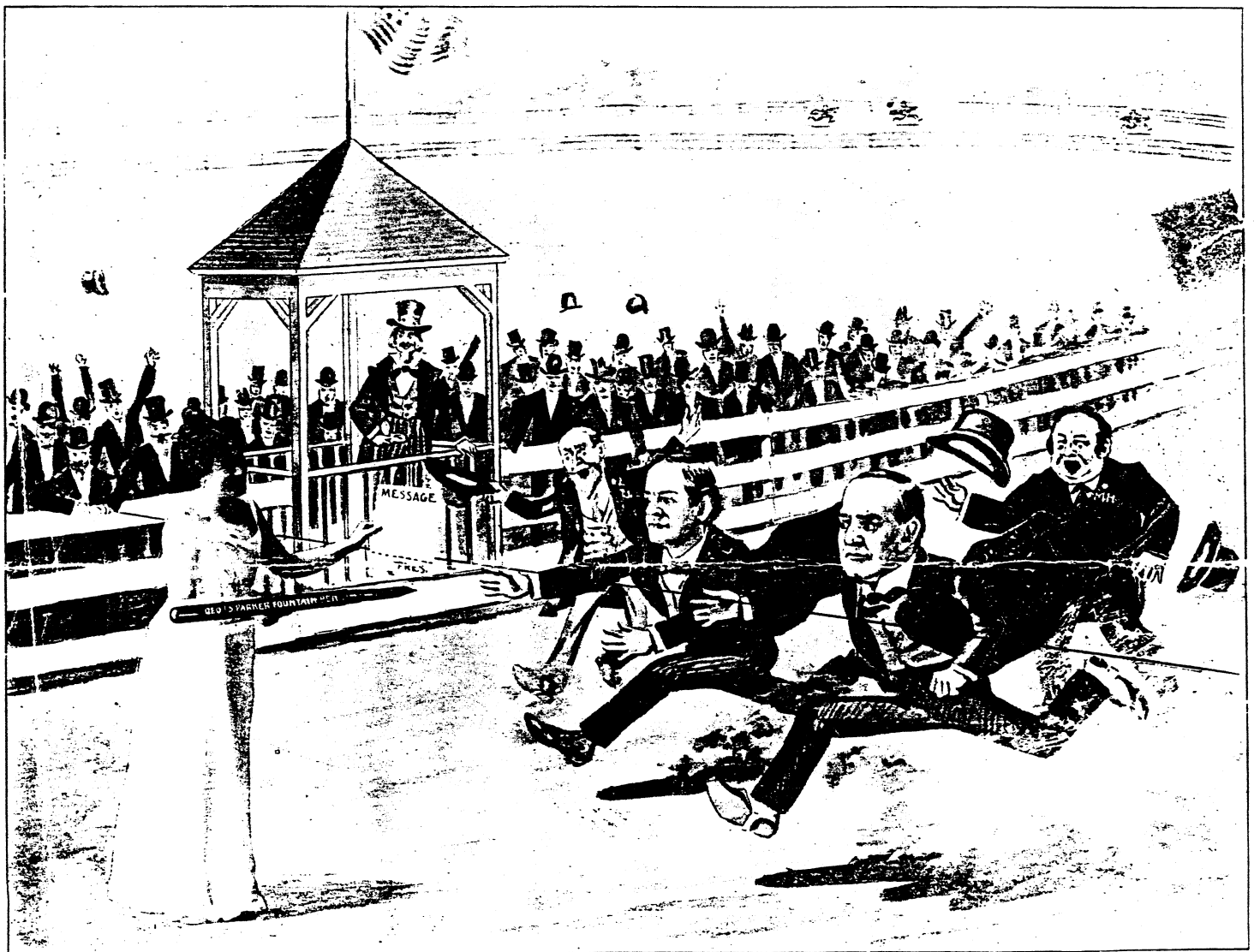
ABOUT

THE
*Geo. S. Parker
Fountain Pen.*

AND OTHER SUBJECTS.

JANESVILLE, WISCONSIN.

NOVEMBER, 1896.



The Finish.

Good Morning.

We wish it were possible for us to call and have a personal chat with each one of our many friends. We are sure it would result in our mutual good. We like to feel that we have the personal friendship of every man or firm with whom we are doing business. For in this way any little obstacle that might arise as they sometimes do, would be reported and would be gladly and satisfactorily adjusted. We always feel pleased and gratified when ever any of our friends add a line to their letters, saying a good word for our goods, or our method of doing business, and it makes us the more anxious to please all those who have favored us with their patronage. If by any error on our part (and we are but human) you should get a Pen that is scratchy, or does not feed just right, or is unsatisfactory from any cause whatever, don't just keep it, and when you need more goods buy elsewhere, but send it right back to us and tell us wherein the difficulty lies, and see how quickly we will rectify such errors. Every man who does business with us is entitled to rounded up value for his money, as well as prompt, courteous and satisfactory treatment. It's our way of doing business, and we like it.

The Finish.

The close of the Presidential Campaign is an event that will be looked upon with a great degree of satisfaction by the business interests of the country. The almost universal depression in trade circles during the past two or three years has for some months past been only intensified by the habit buyers have fallen into of "waiting until after Election" before placing their orders. With the general, healthy and permanent rise of farm products it enables farmers again to become liberal buyers, which in turn means the opening of factories, and employment of heretofore idle labor, and the consequent clearing away of the financial clouds makes the prospects for an ere of business prosperity, brighter than the country has known for many years.

Postscripts.

Men who write, unsolicited, such letters as these, can be depended upon to tell plain facts.

"I must acknowledge that after years of trials with various forms of Fountain Pens that I have at last found the one I have been looking for—the Parker. Wishing you success, I am,

Yours very truly,

H. C. BARLOW, Architect.
Mt. Pleasant, Texas.

FIRST LETTER.

Kindly send me a small selection of the Geo. S. Parker Fountain Pens on memo bill. I will give them a fair trial and if they are satisfactory will keep them. If not will return them at your expense.

Yours truly,

A. H. BAKER,
Red Lion, Pa.

SECOND LETTER.

Please send me regular bill for the Pens which I ordered on memo. They are all right in every respect.

A. H. BAKER.

We have found your Pens to be the best we have ever used, and are extremely pleased with the courteous treatment we have invariably received at your hands.

Very truly yours,

HICKOX'S SHORTHAND SCHOOL,
Boston, Mass.

Take a Day Off.

Did you ever stop to think that—well perhaps you have Fountain Pens in your case that are in such condition that would actually repel and drive away a prospective buyer. When a Pen taken out of the case and tried, it is sometimes returned with the cap on the wrong end so the ink dries up around the nozzle, making about as repulsive looking as you can well imagine. Just take a half a day off and clean up some of

this stock. Buy five cents worth of Oxalic Acid, dissolve it in a little water and then immerse the nozzle or any inky part you want to clean, then take a piece of soft blotting paper, wipe off the ink and acid and see how nicely and easily you can transform the pens into saleable shape.

If then you find you have pens on hand that are out of adjustment, broken, need a Cap, Feeder or re-pointing the pen or do not work as they should, it will pay you to send them to us and we will overhaul them, supply the missing parts. The above will apply to any pens you may have on hand as we can repair any make of pens, and to the trade at wholesale prices.

There is one thing.

There is one thing for which we sometimes think we receive credit to which we are not entitled, and that is, Clairvoyance. To illustrate: Some friend, perhaps in San Francisco, who has had an accident and broken his fountain, and knowing we have every facility for repairing Fountain Pens of all kinds, puts it in a box and mails it to us thinking of course we will have no difficulty in knowing who sent it, even if he did neglect to put his name and address on the package, or send a postal card notifying us that it was sent. We dislike to admit it but it is as puzzling to us to guess from whom these packages come as it is to these friends why their Pens are not returned after waiting a reasonable length of time.

The facts are, as manufacturers of Fountain Pens, a great deal of repair work comes to us not only from our regular trade but from others, as we are able to repair any and all kinds of Fountain Pens for the trade. Often in a single day we receive as many as fifty packages of broken fountains for repair. Do you wonder then why it is necessary for us to have the name of owner on each package also instruction as to what repairs are desired, if you would have us serve you promptly?

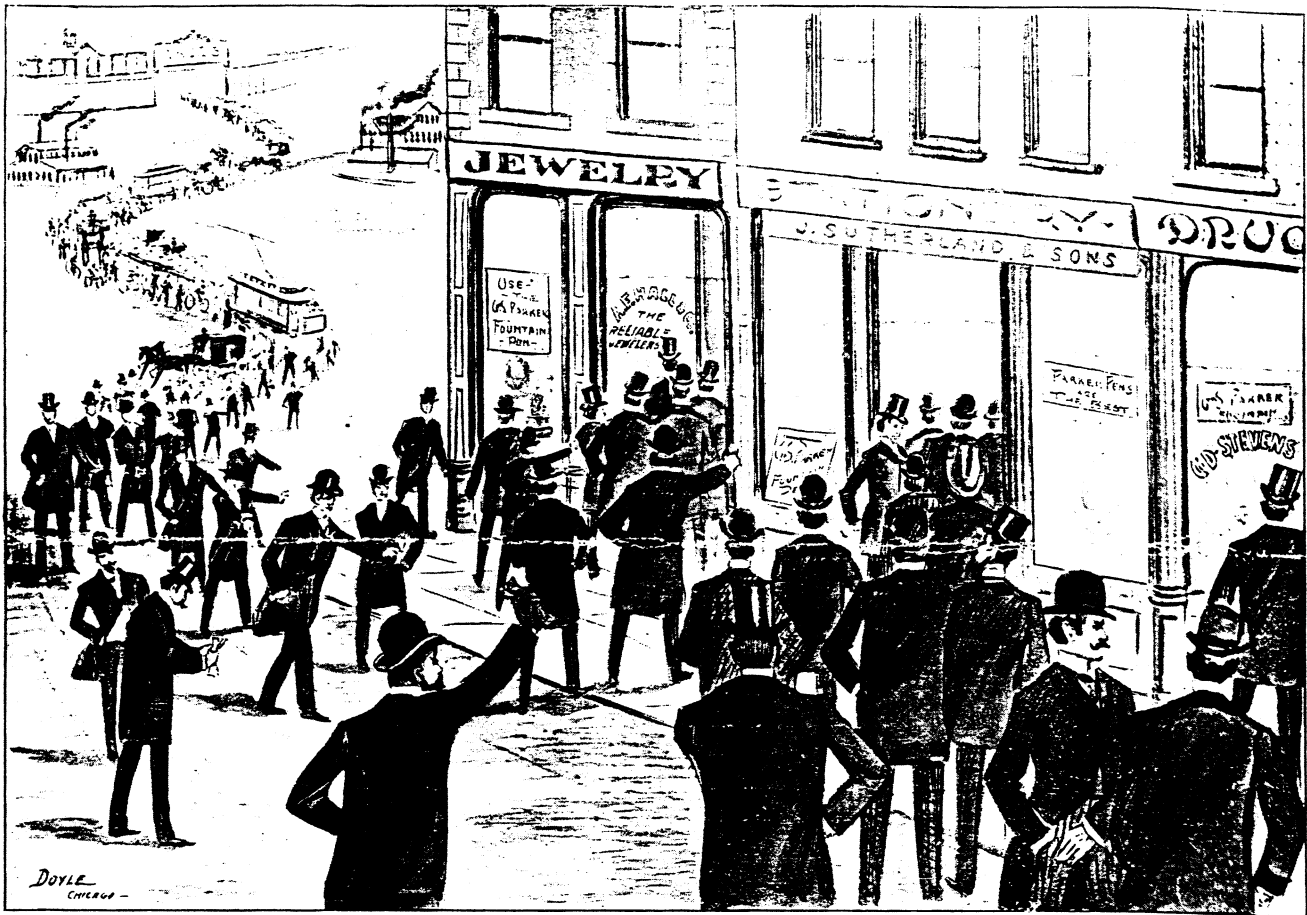
Far Away Java.

It would probably be a surprise to most of our readers were we to inform them that one of the largest mail orders we ever received, came to us last month from the far away Island of Java. This order amounted to nearly \$900 and was from an ex. U. S. Consul who resigned his position to take advantage of the exceptional opportunities for making money in that rich Tropical Island. This country will be called to mind by visitors who attended the World's Fair by the recollection of the Javanese Villiage and the great amount of attention these quaint and gentle little South Sea Islanders received from visitors.

Hawaii is another Country from which we received orders last month. Four orders from firms in Honolulu were received, each of which were for from one dozen to a dozen and a half each. Honolulu, while a city of not over 20,000 inhabitants, contains a great deal of wealth, in fact it is said to contain quite a number of sugar planters who are millionaires.

The Return from the (Presidential) Race.

No man feels more like eating than a hungry man, and no buyers are such liberal buyers as those who have wanted to buy but could not until they had the wherewith to pay for their purchases. The conditions are now changing. These very consumers are the



THE RETURN FROM THE (PRESIDENTIAL) RACE.

EVERY MAN OR FIRM IN BUSINESS SHOULD MAKE IMMEDIATE PREPARATION TO GET THEIR SHARE OF TRADE THAT IS COMING THEIR WAY.

ones into whose pockets money is now flowing ready to be paid out for their needs. Every man or firm in business should make immediate preparation to get their share of business that is coming their way.

If you do not have the goods in stock to supply the demand, your competitor probably will, so why not set the pace and let your competitor follow?

The Man Who Lost His Fountain.

Probably no other line that you are selling will experience a greater immediate increase in sales than in Fountain Pens. They are no longer considered a luxury but a necessity, yet even the purchase of necessities are sometimes delayed. The man who has lost his Fountain Pen, (and his name is legion) and who has felt that he could not quite afford to buy another until times improved, is now ready to buy. The thousands and tens of thousands who have wanted Fountain Pens, but for the same reason have deferred purchasing, but now, figuratively speaking, are all in line. Add to this the regular demand for Fountain Pens and you can see the good hard business sense of laying in immediate stocks.

To best show the truth of the above we give extracts from a couple of letters which are only samples of many just received:

"We have never handled Fountain Pens, but have lately had several calls for your Pens. Please mail catalogue and discounts.

M. J. TRUE, Adrian, Mich."

"We have just had two calls for your Pens. Please send price list quoting discount on your goods.
B. W. SPELMAN, Raleigh, N. C."

Send for an Electro.

We have concluded to extend our offer for prize advertisements until December 20th. If you do newspaper advertising you ought to compete. A very attractive ad. for your business can be made with one of our pen cuts, which we will send free of cost to any dealer handling our goods who desire to use one. See September SIDE TALKS for list of prizes and conditions.

Can You Use Them?

We have a limited number of high grade desk holders, both slide and plain handle, fitted with E. S. Johnson; Aiken, Lambert & Co., and H. M. Smith & Co.'s, Nos. 3, 4, 5 and 6 gold pens that we will sell to close them out at prices far below the manufacturers' regular wholesale prices. They are a bargain if you can use them.

We will upon request from any dealer who would like to preserve copies of the beautiful half tone engravings shown in this issue of Side Talks, mail them securely packed, printed on heavy extra superfine enamelled bristol board suitable for framing or to be used on an easel. To others who desire copies, and who are not fortunate enough to have business relations with us, 25c will bridge the chasm.

Not For Years.

We cannot lay too much stress on our friends putting in immediately good sized stocks of Parker Pens. Not for years has the prospects been so bright for a large trade. Holidays always mean an increased trade in fountain pens, but this year doubly so. For those who have misplaced our catalogue we show some of the seasonable and best selling pens. The prices given of course are retail subject to the regular liberal discount to the trade



The "Special," Price \$1.50. Just the Pen to meet the demand for a popular priced Fountain.



No. 1, Mottled Rubber, (Raven Black if desired) Price \$2.00.



No. 3. Chased Barrel. Price \$2.50.



No. 6 Fountain. Ladies' Size, Gold Band. Price \$3.00 (Cut two-thirds size.)



No. 5, Spiral, Black (Mottled if desired) Price \$3.00



No. 9. Gold Mounted. Price \$4.00



No. 11. Gold or Silver. Price \$6.00



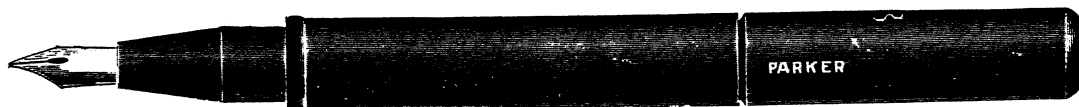
No. 12. Full Pearl. Price \$6.00.



No. 20. Raven Black or Mottled Rubber, (as desired) Underfeed. Price \$2.75



No. 24. Black or Mottled Rubber, Underfeed. Price \$4.00



No. 25. Raven Black Plain Barrel. Underfeed. Price \$5.00

We wish you the most prosperous and successful season you have ever had.

THE PARKER PEN COMPANY.